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MAYGOLD

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HERE'S THE PROOF

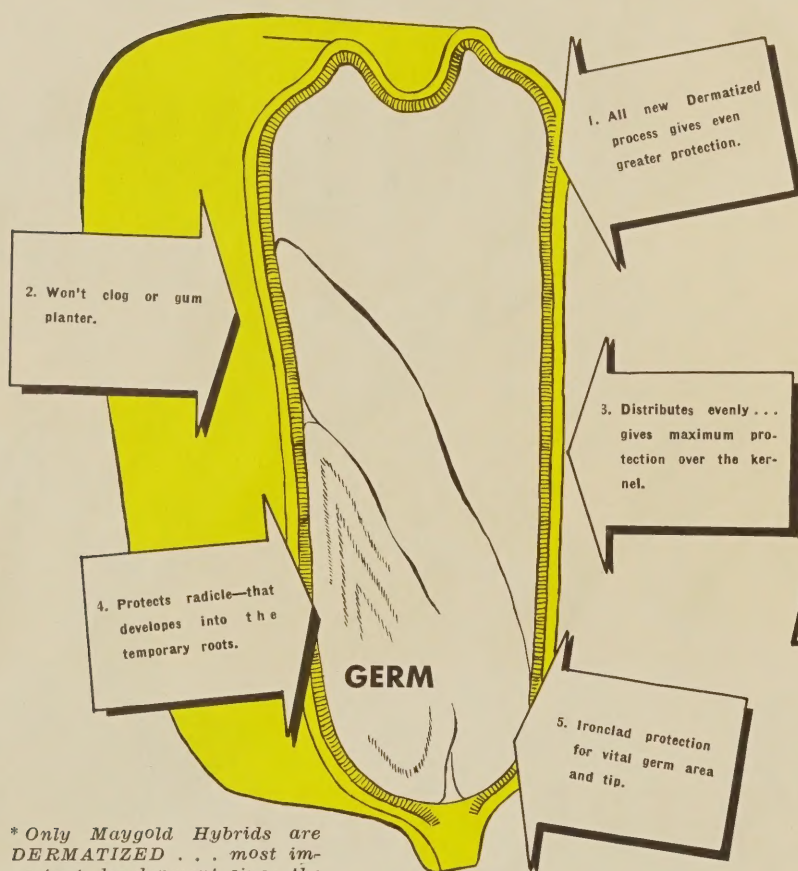
Inside you'll find results of Iowa and Kansas State Yield Tests which bear out the superiority of Maygold Hybrids. You'll see the results of laboratory tests. But you needn't depend on records of performance in controlled tests.

For this booklet is also written by farmers who have planted Maygold and watched it perform in their fields. They know from experience the value of Bloodline Breeding, and have seen the miracle of the "Dermatized" process at work. The evidence they present is, we believe, the best evidence in the world of the continuing superiority of Maygold Hybrids.

EARL MAY SEED CO.

Shenandoah, Iowa

COLD, WET SPRING DERMATIZED* MAYGOLD



* Only Maygold Hybrids are **DERMATIZED** . . . most important development since the introduction of Hybrid Corn!

In laboratory tests and in farmer's fields, Dermatzed protection has been proven again and again. Dermatzed and unprotected kernels have been planted in soil and held **under water for three days and nights**, then removed and planted. Dermatzed kernels out-germinated the untreated seed **OVER SIX TO ONE!**

In cold tests . . . rougher than any normal spring . . . Dermatzed Maygold

Replant Agreement

If, FOR ANY REASON, the stand of corn in any field planted with MAYGOLD HYBRID CORN is so impaired or diminished that the purchaser discs up and replants the field to corn within 40 days of the date of the original planting, the EARL MAY SEED COMPANY will furnish the purchaser, **FREE OF CHARGE**, except transportation charges, enough corn of suitable maturity to replant that field.

The customer need only notify, in writing, the Earl May Seed Company in time to permit inspection of the field before it is disc'd up.

If there is no seed corn of suitable maturity available for replanting, the Earl May Seed Company reserves the right to furnish an equal amount of seed **FREE** for planting the year following.

Earl May Seed Co.

How does Maygold stand the drouth? Look! In the 1953 Northeastern Kansas Corn Yield Tests conducted by Kansas State College, **MAYGOLD** ranked **FIRST**, with a yield **68% OVER THE AVERAGE OF THE 72 ENTRIES.**

How about Maygold in Iowa last year? In the 1953 Southern Iowa Corn Yield Test conducted by Iowa State College, **MAYGOLD** Hybrids piled up the following amazing record:

OR BURNING DROUTH... PRODUCES!

again produced SIX TIMES MORE healthy, growing shoots than untreated hybrid seed.

Even under extended flood conditions (see right) you would have a good stand with Maygold DERMATIZED Hybrids. Without DERMATIZED Maygold you could face extra hours of work and worry of replanting and the risk of a delayed crop.



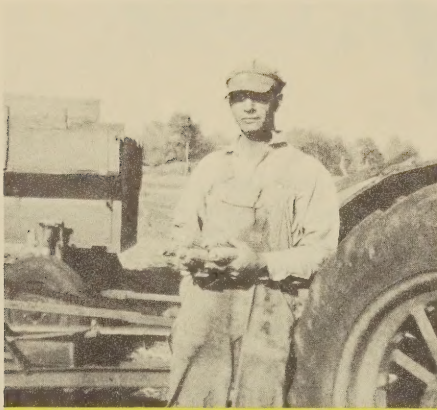
FIRST in 3-year Average Performance.
FIRST AND SECOND in 4-year Average Performance.

The results above were published in the official bulletins published by Kansas State College and Iowa State College, respectively, in February, 1954.

But if you'd like reports other than laboratory and test plot results, turn the page (and see pages 8 and 9). There you'll see reports from your neighbors . . . farmers who grow corn to make money!



THESE LETTERS ARE PROOF OF MAYGOLD SUPERIORITY WHERE SUPERIORITY COUNTS MOST . . . IN FARMERS' FIELDS!



GAGE COUNTY, NEBR

Beatrice, Nebraska

"Enclosed is a picture of myself in a field of Maygold corn. I have planted Maygold for 5 years and I am very well pleased with its performance.

"This year I had my entire acreage planted with Maygold and I think it is as good, or better than any corn in the community on upland ground. I am not bothered with ear droppage, which means a lot, because after you go over the field with the picker and wagons, the corn on the ground isn't worth picking up.

"I have ordered my next years needs from your Salesman, Harvey Hagemeier at Beatrice."

Louis Menninga



RILEY COUNTY, KANSAS

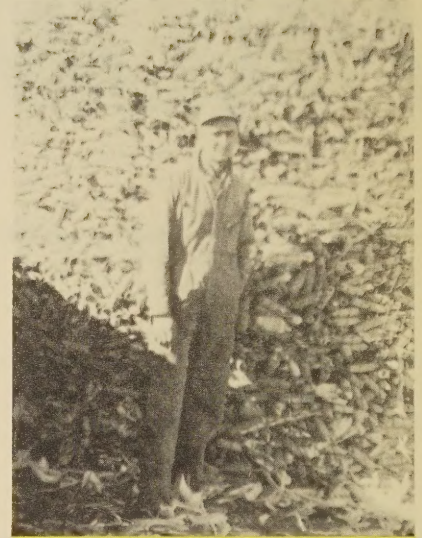
Randolph, Kansas

"This was my seventh year for planting your Maygold Hybrid Seed Corn, and as always it has done a wonderful job for me. One of the outstanding points of your Maygold is that it hangs on the stalks very good, which makes it a very good picker corn.

"Another reason I always plant your corn is that it feeds out very good, and that is the kind of corn I need as I feed quite a few stock cattle. I have ordered my next years needs from your salesman, Raymond Rosell at Leonardville, Kansas.

"Attached is a picture of Raymond Rosell, myself and some of my feeder steers."

Bob O'Neill



HANCOCK COUNTY, IOWA

Hayfield, Iowa

"Attached is a picture of me with some of my Maygold Corn. I was very well pleased with Maygold.

"I have my Maygold in the crib and more Maygold ordered for 1954 planting."

Leonard Formanek



TAMA COUNTY, IOWA

Clutier, Iowa

"This is my first time raising Maygold, but it is the best I ever had.

"This crib is all 59A, they say it is too far North for 59A, but it is okay with me. I have placed my order for Maygold for next year."

Ray Jensen



OTOE COUNTY, NEBRASKA

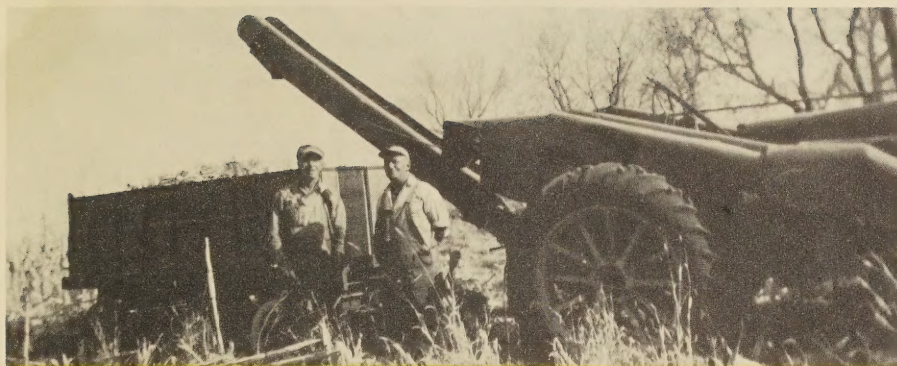
Nebraska City, Nebraska

"I have planted Maygold for several years and like it fine. It stands well and produces well in spite of dry weather.

"I planted Maygold 49 and 59A and I like them both. I have ordered my next year's seed from your Earl May Store in Nebraska City.

"Enclosed is a picture of me picking some of my corn."

Bill Kastens, Jr.



CRAWFORD COUNTY, IOWA

Dow City, Iowa

"To begin with I want to say that I am a Maygold farmer from way back. When I started planting Maygold the only number was Maygold 49. I need not tell you that I am satisfied, because it has spoken for itself.

"In my opinion, this new Maygold 67 is tops, for this locality. I raised it this year and sure do like the corn. I have placed my order for all Maygold for next Spring planting from Albert Treft, who sells for your Denison Store."

Harry Weber



**PAWNEE COUNTY,
NEBRASKA**

Burchard, Nebraska

"I have been a steady Maygold user for about seven years now, and I plan on sticking with it.

"This past year, I planted your Maygold 39, 47 and 59A and it looks very good, at least it is a lot better then we had hoped for as it has been a very bad season.

"When it comes to shelling I can always depend on your corn shelling out for it has a very deep kernel.

"I have ordered my next years needs from James Kinghorn, your Dealer at Lewiston, Nebraska."

Darwin Hutchison



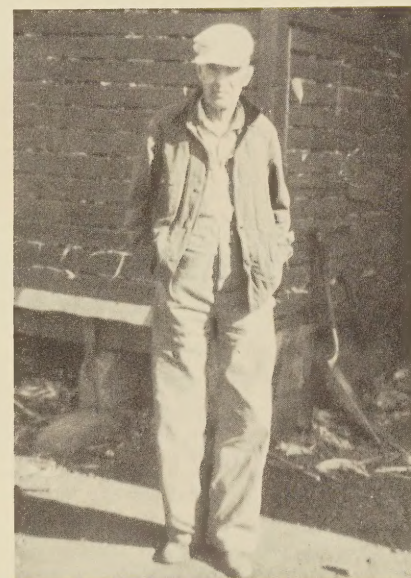
**REPUBLIC COUNTY,
KANSAS**

Republic, Kansas

"I found your corn was ever bit as good as you advertised it to be. I like your Maygold 59A best for my soil and I have my total acreage planted to it. I have been using Medium Flat grade and it certainly is graded out nice. I have had no trouble getting a stand with your corn. It has always held on to the stalk good, making it a very good picker corn, and is a well dented good feeding corn.

"I think Maygold 59A is one of the best yielders and I would not hesitate to recommend your corn to anyone.

F. H. Stinson



**CERRO GORDO
COUNTY, IOWA**

Clear Lake, Iowa

"I have planted Maygold for the last three years, and will admit that Maygold is the best corn I have ever grown. Stands good, picks easy, yields good and good quality corn.

"Maygold 99A and 67 are the best corn I have found."

O. R. Ford



Bill Seibert, Brownville, Nebr.

**These are not laboratory or Test-plot reports, but
letters from farmers who GROW CORN TO MAKE MONEY!**

Plant the Hybrid that
ranks as the Leader . . .
Plant the Hybrid that
performs for the farmer.
This Year, Plant

MAYGOLD
Bloodline Bred
HYBRIDS

THE RIGHT *Bloodline Bred* **MAYGOLD HYBRIDS** WILL MAKE THE MOST OF YOUR LAND

Bloodline Bred MAYGOLD 39

Single-ear, Reid-Dent type, with well dented ear and feed qualities so good our customers call it the "Hog and Cattle Corn." Makes a vigorous growth with a wealth of rich green foliage for extra resistance to unfavorable conditions. A great main crop hybrid. Ideal for silage.



Bloodline Bred MAYGOLD 47

A 3-D Hybrid! Depth of kernel—makes for high yield when shelled. Durable plant—combats borer and disease. Drouth Resistant—efficient root system. 47 was the Number 1 hybrid in Official Kansas Yield Test in 1953, a drouth year.



Bloodline Bred MAYGOLD 49

A longtime and continuing favorite with wide adaptability. A consistent big producer under a wide variety of conditions. A single ear type with deep kernels, and dries rapidly after maturing. Livestock farmers certainly like its excellent feeding quality.



Bloodline Bred MAYGOLD 59

A long-eared crib-filler, unexcelled for fine feeding quality. 59 is a single-ear hybrid of the Reid-Krug type. An early starter with vigorous growth and resistance to unfavorable conditions. You'll like the uniform height and easy picking, as well as the tremendous yield.



Bloodline Bred MAYGOLD 59A

Our largest seller! A well balanced hybrid . . . top yielder on all kinds of soil and fertility levels. Farm-proven for corn borer tolerance. 59A is a widely grown hybrid because of its extra stamina and early, vigorous growth. We recommend 59A for either dry land or irrigation.



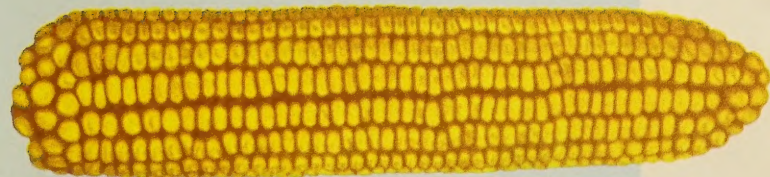


Bloodline Bred **MAYGOLD 67**

Best looking corn in the neighborhood. Ears are longer, with more girth. A fast grower with lots of hybrid hustle and resistance. Stands up stiff and strong for smooth, clean picking. Shells a high percentage of good feeding corn. We predict—Maygold 67 will become one of the most popular hybrids in its maturity zone. Give this one a try.

Bloodline Bred **MAYGOLD 69**

69 has already demonstrated rugged productive ability. A high yielder, with good stiff stalks and medium dent kernels. Maturing a little later than 89 and 99A, 69 is well adapted to North Central Iowa, and is fine for all areas south of there where an earlier corn is desired.

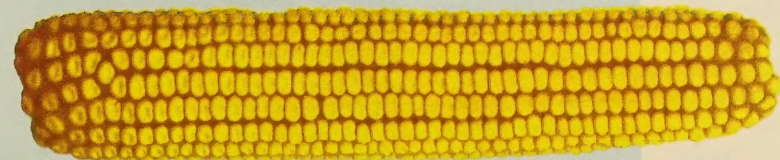


Bloodline Bred **MAYGOLD 89**

An early maturing hybrid with exactly the characteristics you want in an early corn. Starts fast, comes to maturity with rapid, vigorous growth and produces a big yield. Also has that good feeding quality, sometimes lost in early corns. 89 has a rugged stiff stalk.

Bloodline Bred **MAYGOLD 99A**

FOR ROUGH GOING. Maygold 99A has established a great reputation for outstanding all-around performance as an early maturing hybrid. 99A produces big yields of good feeding quality corn. An old stand-by from North to South.



Bloodline Bred **MAYGOLD 97**

IT'S MADE TO ORDER. Here we have put together a combination of best inbreds. This combination makes the hybrid for which farmers have been asking. Greater disease resistance, less stalk and root lodging, less ear droppings and greater yielding ability, too! Try a bushel—you'll join the 97 fan club.

Bloodline Bred **MAYGOLD 107**

HURRY! HURRY! That's what this one will do! It's an early maturing hybrid with all the features of a full season number. Rugged, high yielding and gaining a reputation for its standability. Bred for those late-planted fields to give high yields of sound corn.



MAYGOLD PRODUCES WHERE PRODUCTION COUNTS MOST...IN THE CORN FARMERS' FIELDS



REPUBLIC COUNTY, KANSAS

Narka, Kansas

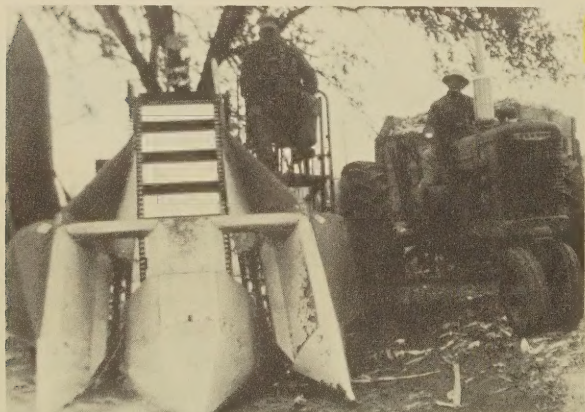
"For a good dependable corn year after year, I find Maygold to be the best. I have used some of your corn the last 5 years. This past year, I planted 12 bushels of Maygold and some of another companies corn. Maygold came through again, as the best yielder.

"I have always had the best of luck getting a good stand. I contribute this to the nice even grade you always have and the Dermatzed Seed Treatment you use on your corn. To the fellows that have never tried Maygold corn, I recommend they give it a try, as I am sure it will give them the performance they expect.

"I certainly want to plant more this year. I have placed my order for 7 bushels and if I need more, I will get it from your dealer in the Spring.

"Attached is a picture of my son and I out in the field sowing wheat. It won't be long until we are out in the fields taking in those big loads of Maygold again."

Tony Strunfa



GAGE COUNTY, NEBRASKA

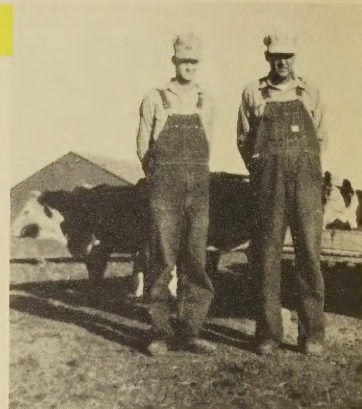
Beatrice, Nebraska

"I've used Maygold corn for 11 years now, and I am very well pleased with it. This past season I planted Maygold 47 and 59A and it made better than 50 bushels per acre, which was very good for the small amount of moisture we had this past summer.

"I always feed quite a few steers and find Maygold really has a lot of feed value, there isn't a lot of cob like some corn, which makes it shell out better.

"Enclosed is a picture of my son and myself in the lot with some of our steers."

Heye H. Huls



APPANOSE COUNTY, IOWA

Mystic, Iowa

"Here is a picture of my Angus Steer Calf, which was Appanoose County Grand Champion and 2nd place winner in his class at the Iowa State Fair.

"You can see what Maygold corn did for me. My Dad plants Maygold and also several of our neighbors do. We think it is fine."

Dale Beaty

GAGE COUNTY, NEBRASKA

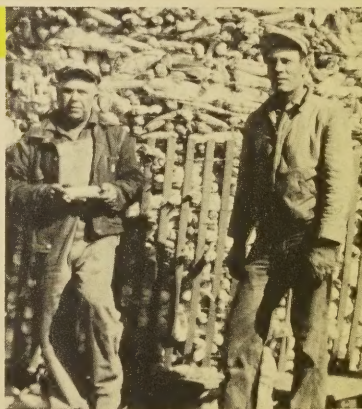
Virginia, Nebraska

"This was my first year for planting Maygold corn. I planted it on the recommendation of your salesman, Alvin Hubka of Virginia, Nebraska.

"I planted all but 3 acres to Maygold and with the same acreage as last year, I harvested better than 500 bushels more corn. Maygold speaks for itself there, because this wasn't near the corn year as last year.

"You can depend on me being a Maygold booster. Enclosed is a picture of Dave Garton, a neighbor and myself."

William Nies



DALLAS COUNTY, IOWA

Van Meter, Iowa

"I planted Maygold 67 and 59A Hybrid Seed Corn this year and I am very pleased with the performance and yield of each. Out of several different Hybrids, Maygold was the best Hybrid I had.

"I especially like the uniform height of the ears and the way they stay on the stalk.

"I have a self propelled corn picker and this corn really picked clean. I have placed my order for more Maygold through Dick's Service Store, your Dealer at Booneville, Iowa."

Carl Radke



POTTAWATOMIE COUNTY, KANSAS

Westmoreland, Kansas

"We have heard you tell about your Maygold seed corn over KMA and this year we planted some of it, and were we ever glad we did.

"We had your Maygold 39 planted next to another variety of hybrid corn, and boy could you tell the difference. The ears on Maygold 39 were sure a lot bigger than the other. We had planned on putting it in the silo, but it was so good that we left it.

"We have been looking for a good corn like Maygold and you can depend on us sticking with it and recommending it to our neighbors. Attached is a picture of one of my prize pure-bred heifers and myself."

Walter Rollenhagen



FREMONT COUNTY, IOWA

Percival, Iowa

"My Father before me and I have always been interested in growing and planting good seed corn and have done considerable experimenting in this line.

"Recently I used lots of Maygold seed corn, and I am ready to say that Maygold is the best corn I've ever had on my farm. I have planted Maygold 59A this year and I expect it to yield over 100 bushels per acre.

"Maygold corn carries high germination, which means good stands. My order for more Maygold seed corn is given to J. L. Parkison of Percival, Iowa."

Howard Ettleman



OTOE COUNTY, NEBRASKA

Nebraska City, Nebraska

"I planted Maygold 47 and 59A this year and am more than pleased with it. I have a single row picker and was in a field with short rows and picked 10 wagon loads in one day. The big plump ears just rolled out.

"My corn stood well and had yielded more than I figured it would. Maygold tops all as a feeding corn. My hogs make fast gains on it. "I have ordered 5 bushels more for next Spring's planting from your Nebraska City Store."

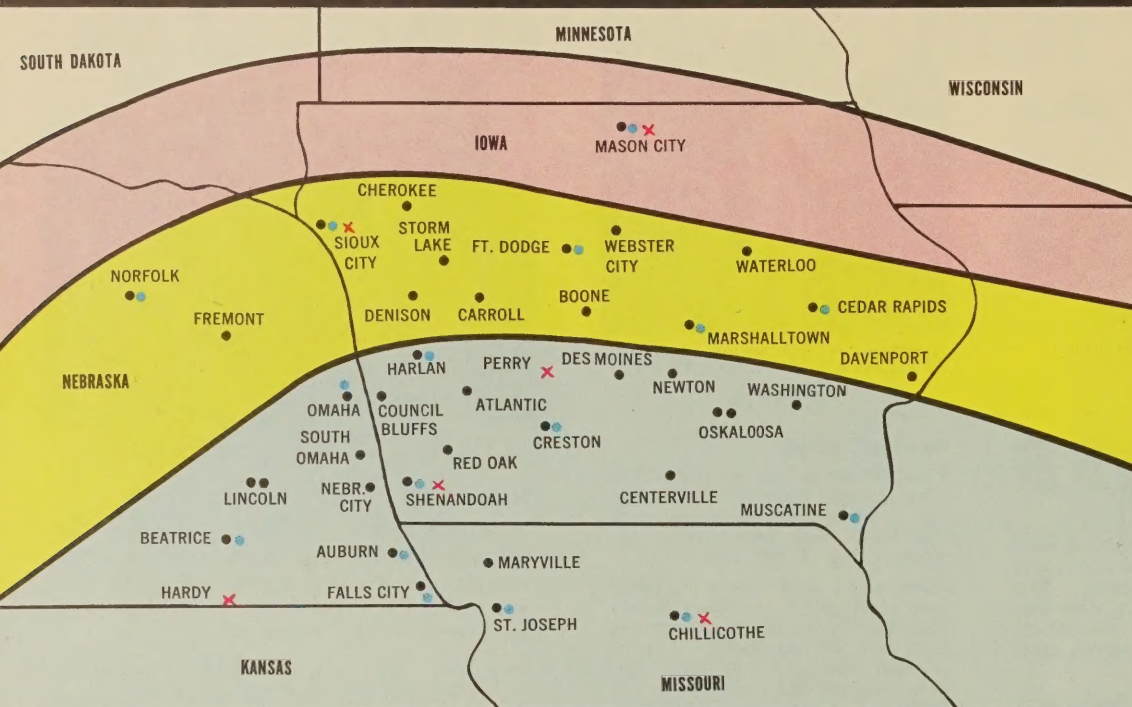
Ernest Janssen

MAYGOLD *Bloodline Bred* HYBRIDS

Check the characteristics of your favorite Maygold Number here

NO.	MATURITY IN DAYS IN ADAPTED ZONE	EAR HEIGHT	LENGTH EAR	ADAPTED TO DROUTH	ADAPTED TO THIN SOIL	EAR DROPPAGE RESISTANCE	LENGTH OF SHANK	HARDNESS OF KERNEL	STAND- ABILITY
39	125	High	Long	Good	Good	Fair	Med.	Med. Soft	Stiff
47	120-125	Med. H.	Long	Exc.	Good	Good	Med.	Med. Soft	Stiff
49	115-120	Med.	Med.	Exc.	Exc.	Exc.	Med.	Med. Soft	Stiff
59	115-120	Med.	Long	Good	Good	Exc.	Med.	Med.	Stiff
59A	115-120	Med.	Med.	Exc.	Good	Exc.	Med. S.	Med. Soft	V. Stiff
67	110-115	Med.	Long	Exc.	Exc.	Exc.	Med.	Soft	Stiff
69	110-115	Med.	Med.	Good	Fair	Exc.	Med.	Med.	V. Stiff
89	103-108	Med.	Med.	Good	Good	Exc.	Med.	Med. Soft	V. Stiff
97	100-105	Med.	Long	Exc.	Good	Exc.	Med.	Med. Soft	Stiff
99A	100-105	Med.	Long	Exc.	Exc.	Good	Med.	Med.	Stiff
107	95-100	Med.	Med.	Good	Good	Good	Med.	Med. Soft	Stiff

CHOOSE YOUR MAYGOLD HYBRID



**NORTHERN
ZONE**

**CENTRAL
ZONE**

**SOUTHERN
ZONE**

The Maygold Hybrids You Plant Have Been Carefully Tested In Your Zone

● DEMONSTRATION PLOTS

x-RESEARCH PLOTS

● TESTS PLOTS

You'll always get top yielding hybrids when you plant Maygold Seed. Rigid inspection, testing and grading assure you of superior varieties. For years we have maintained research plots in the corn belt, where we evaluate the newest bloodline bred hybrids. This year we have research plots at Mason City, Sioux City, Perry and Shenandoah in Iowa; Hardy, Nebraska and Chillicothe, Missouri. You'll

find proving and demonstration plots, too, near each of the 37 Earl May Stores, where new Maygold varieties are compared with the established Maygold numbers. There's a Maygold representative near you who will be glad to tell you about Maygold Dermatized Hybrids, and how they can mean more money in the bank for you.

READ THE GENEROUS

REPLANT AGREEMENT

ON PAGE 2

Final, complete protection for your corn crop, and backed by the Earl May Seed Company . . . seed corn specialists for over 30 years.

ORDER EARLY

Make sure you get exactly what you want. One dollar per bushel down reserves your corn for you. Don't wait . . . do it now!

ACCORDING TO THESE ZONES

Maygold 107	—	Medium Season
Maygold 97	—	Full Season
Maygold 99A	—	Full Season
Maygold 89	—	Full Season
Maygold 67	—	Full to Last Season
Maygold 69	—	Full to Late Season

Maygold 107	—	Early
Maygold 97	—	Early to Medium
Maygold 99A	—	Early to Medium
Maygold 89	—	Early to Medium
Maygold 67	—	Medium to Full Season
Maygold 69	—	Medium to Full Season
Maygold 49	—	Full Season
Maygold 59	—	Full Season
Maygold 47	—	Full to Late Season
Maygold 59A	—	Full to Last Season

Maygold 107	—	Very Early
Maygold 97	—	Very Early to Early
Maygold 99A	—	Very Early to Early
Maygold 89	—	Very Early to Early
Maygold 69	—	Early to Medium
Maygold 67	—	Early to Medium
Maygold 47	—	Medium to Full Season
Maygold 49	—	Medium to Full Season
Maygold 59	—	Medium to Full Season
Maygold 59A	—	Medium to Full Season
Maygold 39	—	Full Season
Maygold 49W	—	Full Season

THERE'S A MAYGOLD HYBRID TAILOR-MADE FOR YOUR LOCALITY

The map at the left gives you a very close measure on the adaptability of Maygold Hybrids for your exact locality. For example, Maygold 99A uses the full season for maturity in the Northern Zone, while it is early to medium maturing in the Central Zone and is a very early corn when planted in the Southern Zone.

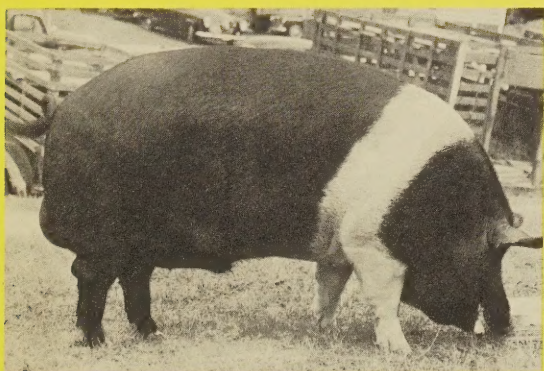
Hybrids which are full-season maturing in the Central Zone are of medium to full season maturity in the Southern Zone.

Even the great uniformity of Maygold Hybrids shows some variation in reactions to differences in soil types, fertility, rainfall and variations from normal season. Your Maygold Dealer will be glad to recommend the correct number for your location and soil conditions.

Bloodlines make the difference!



Champion CK Crusty 46 at American Royal. Expert Bloodline breeding produced this Champion Hereford Bull.



Grand Champion Hampshire Boar, Illinois State Fair, Zehr's Glory is the result of expert mating of top bloodlines.

You know that bloodlines tell the whole story in the livestock business. Securing good bloodlines and keeping good bloodlines is the only way to build a good herd of cattle or a fine lot of hogs.

Hybrid Corn depends on bloodlines, too. Scientific inbreeding develops and establishes Maygold Bloodlines. Still more of the same scientific skill and care go into the production of the Maygold Hybrids you plant.

Superiority is bred right into Maygold Hybrids! You get the utmost in true hybrid vigor. Below are some of the Maygold characteristics which means more corn in the crib, more money in the bank.

CRIB-BUSTING YIELDS

Year after year, Maygold Hybrids demonstrate their ability to consistently produce big yields. They have the extras of fine breeding to turn out the extra bushels-per-acre. You'll crib more corn, bank more money, if you plant Maygold Hybrids.

RUGGED, RIGID STALKS

At picking time, when it counts most, you always see Maygold stalks standing straight and strong. Gale-like winds may blow, and still they stand, anchored by a root system holding deep and wide in the soil. This rugged strength is natural in Maygold Hybrids, because it is bred right into them.

DEEP KERNELS, BIG EARS

You'll be proud of your Maygold fields, and prouder still when you tell the neighbors about your Maygold yields. The ears are big, filled clear to the tips. And, more important than big size ears, the kernels are deep. The high shelling percentage will prove this Maygold superiority to you. Maygold Bloodline Breeding does it!

RICH IN FOOD VALUE

Your livestock will demonstrate, at the feed bunk, how they like Maygold. When they go across the scales you'll see they've made faster, more profitable gains. Maygold puts every last ounce of weight and feeding value into those ears . . . because Maygold foliage stays green to fully ripen every ear.

UNIFORM PERFECT STANDS

"Come quick" energy is bred right into Maygold Hybrids. Extra vigor assures you the perfect stands you need for record-breaking yields. Prodding energy gives Maygold Hybrids vigorous growth. Hustling vigor means greater resistance to disease and to unfavorable conditions. This "fight" is another characteristic bred into Maygold Hybrids.

PLANTER-TESTED GRADES

"Tailor-made" is the word for Maygold grades! The finest precision machinery assures their exact uniformity. One kernel just like another, bag after bag. With Maygold planter-tested grades in the boxes your planter will click right along. No more time-losing stops and starts, no more fuss and bother.

37 EARL MAY
STORES TO
SERVE YOU

IN NEBRASKA

Omaha
South Omaha
Lincoln
Nebraska City
Auburn
Falls City
Beatrice
Norfolk
Fremont

IN MISSOURI

Saint Joseph
Maryville
Chillicothe

IN IOWA

Des Moines
Sioux City
Fort Dodge
Council Bluffs
Boone
Marshalltown
Newton
Cedar Rapids
Carroll
Harlan
Centerville
Creston
Denison
Oskaloosa
Red Oak
Waterloo
Atlantic
Cherokee
Washington
Webster City
Shenandoah
Muscatine
Storm Lake
Mason City
Davenport

Maygold Service



THERE'S A MAYGOLD
REPRESENTATIVE NEAR YOU!

Your Maygold Dealer is only a few minutes away: in your nearest town, or perhaps just a few miles down the road. He knows your land, and the correct hybrid for your farm. And he's on hand today, tomorrow, whenever you need him. Look for him, or write us for his name. You'll be glad you did, come corn-picking time.

EARL MAY SEED CO.

Shenandoah, Iowa

Return Postage Guaranteed

Earl May Seed Co.
Shenandoah, Iowa

Sec. 34.66, P. L. & R.
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